



CITY OF HAYWARD

AGENDA REPORT

AGENDA DATE 02/02/99

AGENDA ITEM _____

WORK SESSION ITEM WS#3

TO: Mayor and City Council

FROM: Director of Finance and Internal Services

SUBJECT: Review of Community Promotions Program

RECOMMENDATION:

It is recommended that the City Council review and comment on the following report regarding the City's program for community promotion activities.

BACKGROUND:

The Community Promotions Program provides grant funds for events and activities that benefit Hayward residents. Over the past several years, the Council has allocated between \$112,000 and nearly \$150,000 annually to local groups. Grants have been provided in amounts from \$100 to \$44,500 to fund various organizations and activities such as the Hayward Historical Museum, American Independence and Cinco de Mayo celebrations, and the Youth Orchestra of Southern Alameda County.

Last year the Council approved three changes to the application process including a more structured approach, a standard application packet to be completed by those applying for funding, and the use of three funding categories in assessing applicability of the funding request to the Community Promotions Program. The three criteria were:

1. Celebrate cultural diversity;
2. Promote the arts;
3. Recognize the history of Hayward and its future.

Council is requested to review the approach used for the FY 1998-99 budget and comment on whether the same approach would be acceptable for next year's budget.

Additionally, there is the question of whether the Community Promotions Program should follow the same funding period as the City's operating budget, which was approved for a two-year cycle. Supporting this funding scenario, Council recently approved a two-year funding cycle for certain programs that receive Social Services Funding if various conditions exist, including funding availability, continuing need for funding and satisfactory performance by individual programs. Council could apply similar conditions to Community Promotions

activities while still requiring potential candidates for funding to submit two years of funding requests. Staff would modify application packets as appropriate.

Council may also want to provide input regarding priorities to be emphasized in the application process.

For Council's reference, the budget for Community Promotions for 1990-00 is computed at \$159,793. This amount is based on the policy formula adopted by Council in 1997.

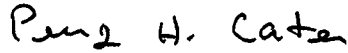
A copy of the 1998-99 Community Promotions Program budget is attached.

Prepared by:



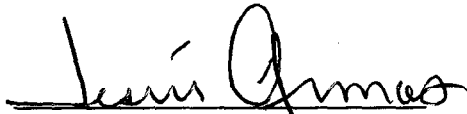
Denese Rohrer, Budget Administrator

Recommended by:



Perry H. Carter, Director of Finance and Internal Services

Approved by:



Jesús Armas, City Manager

Attachment

NON-DEPARTMENTAL**Citywide Expenditures Program****BUDGET OVERVIEW continued**

The community organizations that will receive grant funds in 1997-98 and the allocated amounts are shown in the chart below. The groups' programs/activities are briefly described below and on the following page.

Community Organization/Activity	1997-98	1998-99
Admission Day Celebration Committee	\$ 100	\$ 200
Allied Veterans Memorial Day Committee	800	800
Carnation Fund (moved to Mayor's budget)	500	0
Classical Philharmonic	3,750	5,000
Eden Area Jobs for Youth	5,000	0
Emergency Services Network	2,500	0
La Alianza de Hayward (formerly known as Fiestas Patrias Committee)	3,000	3,400
Hayward Area Historical Society	30,800	38,800
Hayward Arts Council	15,392	20,392
Hayward Chamber of Commerce	5,000	0
Hayward Municipal Band	13,397	16,629
Martin Luther King, Jr. Celebration*	2,900	2,900
South Hayward Lions Club Independence Day Committee	8,250	8,250
Sun Gallery*	42,500	44,500
Veterans Day Parade Committee	300	300
Youth Orchestra of Southern Alameda County	5,500	5,500
TOTAL	\$139,689	\$146,671

*Includes in-kind use of Centennial Hall: Martin Luther King, Jr. Celebration - \$1,400; Sun Gallery - \$2,000

Program/Activity Descriptions

- ❖ **Admission Day Celebration Committee.** Activities in observance of the anniversary of California's admission to the Union on September 9, 1850.
- ❖ **Allied Veterans Memorial Day Committee.** Sponsorship of the annual Memorial Day Observance at Lone Tree Cemetery, including participation by the Hayward Municipal Band.
- ❖ **Classical Philharmonic.** Classical music education programs for Hayward elementary school students, including a "Concert for Kids" orchestra concert.